



***GCSG is excited to announce the sponsorship offerings for the 2021 US Virtual Conference!***

The list below describes this year's sponsorship offerings for the GCSG 2021 US Virtual Conference. While we now have some experience in the world of virtual conferences under our belts, we are open to additional sponsorship suggestions based on your experiences over the past year. We are striving to make the 2021 US Virtual Conference a phenomenal online event! Please share your ideas with us at [SponsorshipHelp@mygcsq.com](mailto:SponsorshipHelp@mygcsq.com). Any additions to the sponsorship opportunity list will be announced to all vendors.

---

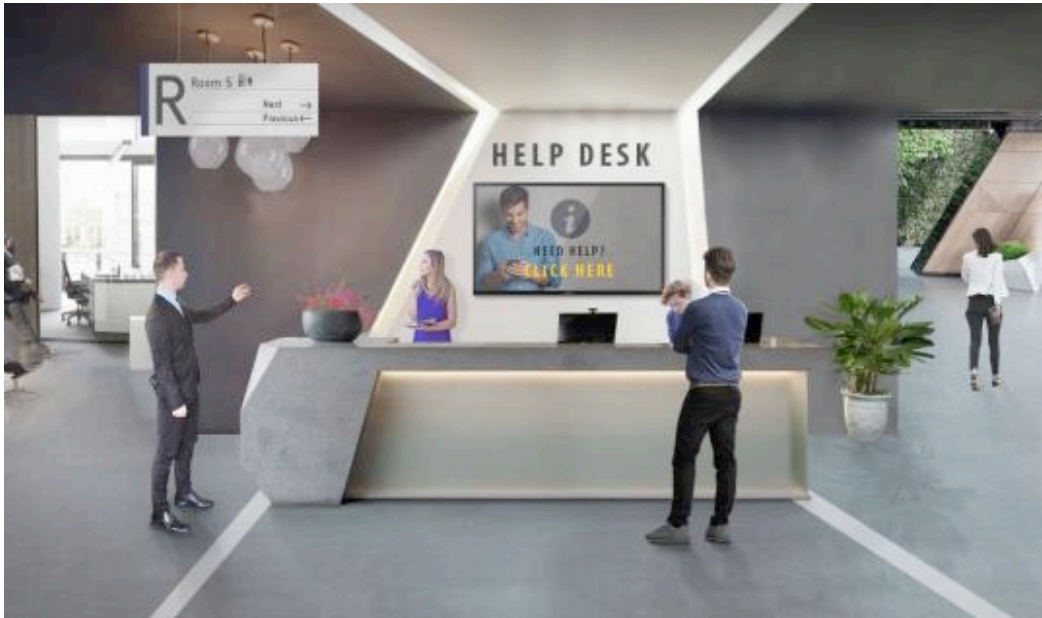
**DIAMOND Sponsor – Co-sponsor virtual platform**



**Price: \$12,000 (1 opportunity)**

- Exclusive sponsor of the conference platform for the event. Shared use (with GCSG) of Jumbotron and Lobby space for the duration of the conference (representative sample above). The fully customizable screen can have up to 5 different slides provided by the sponsor.
  - Slides can contain click linkages to videos, websites or documents provided by the sponsor.
- Logo and branding on one e-mail communication about the conference to registrants.
- Opportunity to host EITHER one Vendor Showcase during the event (See Vendor Showcase sponsorship description below for additional details.) OR the opportunity to host one post-conference webinar (up to 60 minutes and within two months of the conference) for our members on the topic of your choice.
- One video or publication of your choice loaded to all registrant’s briefcases. This is the only vendor content that will be pre-populated in the briefcase.
- Two dedicated LinkedIn posts thanking the Diamond sponsor for their support. One in March & one in April.
- Short announcement (Broadcast Message) that runs on the Communiqué 6Connex platform twice per day – content pre-approved by GCSG. Broadcast message must be 400 characters or less. Sponsor may provide up to 4 messages (one for each day) that will be scheduled to run twice that day. Messages must be provided to GCSG ([SponsorshipHelp@mygcs.com](mailto:SponsorshipHelp@mygcs.com)) by 12-Apr-2021. Messages received after that date are not guaranteed to run.
- Recognition as a conference sponsor on the GCSG website & Sponsor Recognition slide in the Communiqué Auditorium for the duration of the virtual conference.

**PLATINUM Sponsor - Conference App & Help Desk**



**Price: \$10,000 (1 opportunity)**

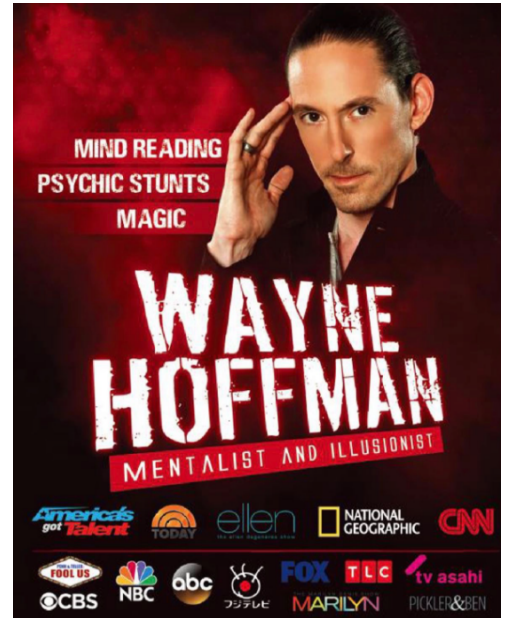
- Exclusive sponsor of the GCSG Conference App and Help Desk area in conference platform.
- GCSG App:
  - Logo included on the landing page of the GCSG app.
  - Sponsor logo will remain on the App from (approximately) February to August 2021.
  - App will be sending push notifications to US Conference registrants during the conference and throughout the February to August 2021 timeframe.
- Help Desk area on the Communiqué 6Connex Platform for the US Virtual Conference.
  - Sponsor’s name will be incorporated into the room name.
  - Sponsor has the option of branding the Help Desk room (representative sample above) with sponsor’s logo, content window and rotating banners to display video clips, downloadable content or links to other materials / locations. Links within the platform lead the attendee to another area within the platform, such as your exhibit booth. External links lead to areas outside of the platform, such as to your website or your giveaway registration form.
- One dedicated LinkedIn post thanking the Platinum sponsor for their support of GCSG (In Feb or Mar).
- Short announcement (Broadcast Messages) that runs on the Communiqué 6Connex platform once per day – content pre-approved by GCSG. Broadcast message must be 400 characters or less. Sponsor may provide up to 4 messages (one for each day). Messages must be provided to GCSG ([SponsorshipHelp@mygcs.com](mailto:SponsorshipHelp@mygcs.com)) by 12-Apr-2021. Messages received after that date are not guaranteed to run.
- Recognition as a conference sponsor on the GCSG website & Sponsor Recognition slide in the Communiqué Auditorium for the duration of the virtual conference

**PLATINUM Sponsor – Co-Sponsor Monday Entertainment Event**

**Price: \$10,000** (1 opportunity)

We are bringing entertainment to our virtual conference! Have your brand associated with the largest entertainment event of the 2021 US Virtual Conference by being the exclusive sponsor of the Monday Virtual Entertainment Event, co-hosted by GCSG.

Wayne Hoffman – Distant Deceptions (<https://waynehoffman.com>).  
 “Multi-award winning performer Wayne Hoffman is recognized as one of the top mentalists in the world.”



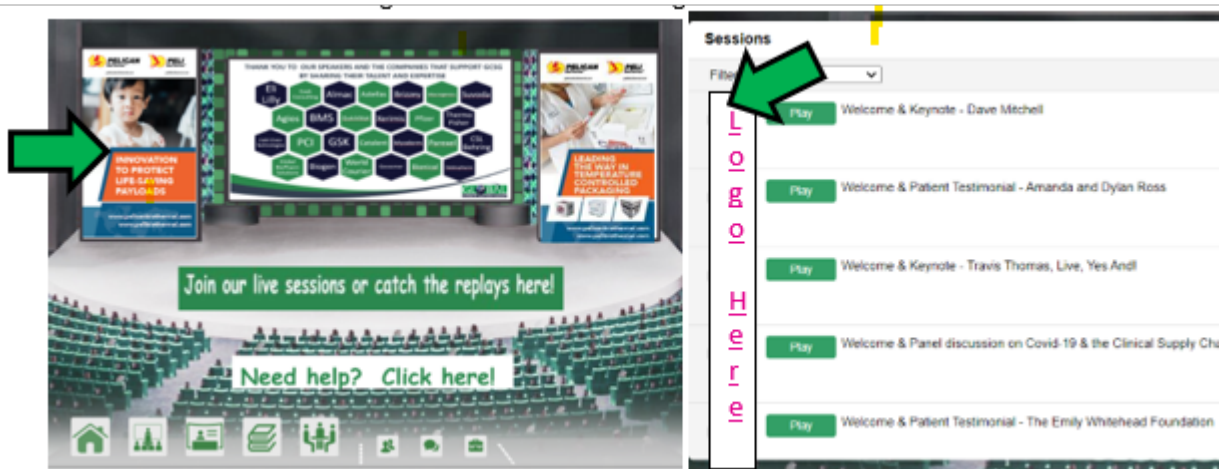
- Logo and/or sponsor name incorporated into the performance where possible.
- Monday Virtual Entertainment Event content and/or associated advertising branded with sponsor’s logo.
- One LinkedIn post inviting conference attendees to join the Virtual Entertainment Event and thanking the sponsor for their support of GCSG (In Feb or Mar).
- A Senior Executive from the sponsoring company may give a short introduction (written by GCSG) of the event’s activities.
- Short announcement (Broadcast Message) that runs on the Communiqué 6Connex platform once per day – content pre-approved by GCSG. Broadcast message must be 400 characters or less. Sponsor may provide up to 4 messages (one for each day). Messages must be provided to GCSG ([SponsorshipHelp@mygcs.com](mailto:SponsorshipHelp@mygcs.com)) by 12-Apr-2021. Messages received after that date are not guaranteed to run.
- Sponsor logo & reminder of the event will appear on the rotating banner in the Communiqué Auditorium on Monday, April 26<sup>th</sup>, the day of the event.
- Sponsor logo will appear next to their session in the Auditorium agenda throughout the entire conference. This is where attendees will join the live session and view on-demand recordings of your entertainment event throughout the conference.
- Recognition as a conference sponsor on the GCSG website & Sponsor Recognition slide (see example) in the Communiqué Auditorium for the duration of the virtual conference.



## GOLD Sponsor – Keynote Speaker/Patient Testimonial

**Price: \$7,000 (3 opportunities)**

- Exclusive sponsor of either a GCSG Keynote Speaker or Patient Testimonial presentation. The virtual conference will feature two keynote speakers and one patient testimonial in the Auditorium for all attendees. These events will be the formal kick off for the day.
- GCSG will make every effort to coordinate a meeting between the speaker and one Senior Executive from the sponsoring company prior to the virtual conference. A Senior Executive from the sponsoring company may give a short introduction of the speaker’s biography at the plenary session. The biography will be written by GCSG and provided to the sponsoring company to be read when introducing the speaker.
- Sponsor logo will appear in “main stage” branding areas on the day of their sponsorship as well as next to their session in the Main Hall agenda during and after the session (representative samples below) where attendees can view on-demand recordings of these sessions throughout the conference.



- Short announcement (Broadcast Message) that runs on the Communiqué 6Connex platform on the day of the sponsorship – content pre-approved by GCSG. (Example: Be sure to visit <Sponsor’s> Exhibit Booth today and register to win an Apple Watch! <Sponsor Name> is our Gold Sponsor of Monday’s Keynote Speaker.) Broadcast message must be 400 characters or less. Messages must be provided to GCSG ([SponsorshipHelp@mygcsg.com](mailto:SponsorshipHelp@mygcsg.com)) by 12-Apr-2021. Messages received after that date are not guaranteed to run.
- Recognition as a conference sponsor on the GCSG website & Sponsor Recognition slide in the Communiqué Auditorium for the duration of the virtual conference.

**GOLD Sponsor – Co-Sponsor Tuesday Entertainment Event**

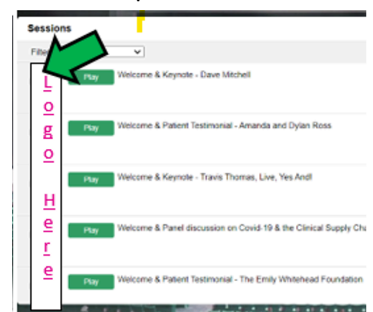


**Price: \$7,000 (1 opportunity)**

We are bringing entertainment to our virtual conference! Have your brand associated with a fun and engaging entertainment event during the 2021 US Virtual Conference by being the exclusive sponsor of the Tuesday Virtual Entertainment Event, co-hosted by GCSG. This event will be a gathering point for all attendees at the end of the day Tuesday.

Funny Business Agency Comedians (<https://funny-business.com>)

- **Andy Hendrickson** – (30-minutes) - Andy has been featured on The Late Show with David Letterman, AXS's Gotham Comedy Live and also appeared on the big screen in cinemas nationwide doing stand-up in the movie, Clean Guys of Comedy.
- **Joe Zimmerman** – (30-minutes) – Joe’s clean, smart comedy has been featured on The Tonight Show with Jimmy Fallon, Conan, Last Comic Standing, The Late Late Show with James Corden and his own Comedy Central Half Hour Special. He has also headlined in 43 states around the country and performed private events for national and global brands like Viacom, Spotify, MTV, Capital One and now – GCSG!
- Sponsor name and/or logo will be incorporated into the performance where possible and sponsor logo will appear on all Tuesday Virtual Entertainment Event content and/or associated advertising.
- One LinkedIn post inviting conference attendees to join the Virtual Entertainment Event and thanking the sponsor for their support of GCSG (In Feb or Mar).
- A Senior Executive from the sponsoring company may give a short introduction (written by GCSG) of the evening’s activities.
- Sponsor logo & reminder of the event will appear on the rotating banner in the Communiqué Auditorium on Tuesday, April 27<sup>th</sup>, the day of their sponsorship.
- Sponsor logo will appear next to their session in the Auditorium agenda throughout the entire conference (see representative sample to the right). This is where attendees will join the live session and view on-demand recordings of your entertainment event throughout the conference.
- Short announcement (Broadcast Message) that runs on the Communiqué 6Connex platform the day of the sponsorship – content pre-approved by GCSG. (Example: Be sure to help us thank Gold Sponsor {vendor name} by visiting their Exhibit Booth today and register to win a \$50 gift card.) Broadcast message must be 400 characters or less. Messages must be provided to GCSG ([SponsorshipHelp@mygcs.com](mailto:SponsorshipHelp@mygcs.com)) by 12-Apr-2021. Messages received after that date are not guaranteed to run.
- Recognition as a conference sponsor on the GCSG website & Sponsor Recognition slide in the Communiqué Auditorium for the duration of the virtual conference.



**SILVER Sponsor – Co-Sponsor Wednesday Entertainment Event**

*Fancy Sips*  
**VIRTUAL MIXOLOGY  
 CLASSES**

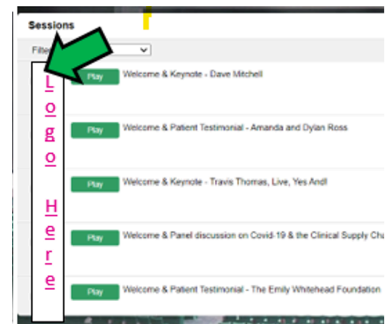


**Price: \$5,000 (1 opportunity)**

We are bringing entertainment to our virtual conference! Have your brand associated with a fun and engaging entertainment event during the 2021 US Virtual Conference by being the exclusive sponsor of the Wednesday Virtual Entertainment Event, co-hosted by GCSG. This event will be a gathering point for all attendees at the end of the day Wednesday.

Fancy Sips – 60-minute Mixology Class (<https://www.fancysips.com/>)

- Learn how to shake, pour and sip your own fresh cocktails during this virtual mixology course!
- Custom-made shopping list to send to your attendees
- Branded, mobile-friendly + printable recipe cards that you can send attendees
- Custom-branded promotional materials and photos to help promote your mixology class
- Sponsor name and/or logo will be incorporated into the design of recipe cards that are both mobile-friendly and printable. Sponsor logo will appear on all Wednesday Virtual Entertainment Event content and/or associated advertising.
- One LinkedIn post inviting conference attendees to join the Virtual Entertainment Event and thanking the sponsor for their support of GCSG (In Feb or Mar).
- A Senior Executive from the sponsoring company may give a short introduction (written by GCSG) of the evening’s activities.
- Sponsor logo & reminder of the event will appear on the rotating banner in the Communiqué Auditorium on Wednesday, April 28<sup>th</sup>, the day of their sponsorship.
- Sponsor logo will appear next to their session in the Auditorium agenda throughout the entire conference (see example). This is where attendees will join the live session and view on-demand recordings of your entertainment event throughout the conference.
- Short announcement (Broadcast Message) that runs on the Communiqué 6Connex platform the day of the sponsorship – content pre-approved by GCSG. (Example: Be sure to help us thank Silver Sponsor {vendor name} by visiting their Exhibit Booth today and register to win a \$50 gift card.) Broadcast message must be 400 characters or less. Messages must be provided to GCSG ([SponsorshipHelp@mygcs.com](mailto:SponsorshipHelp@mygcs.com)) by 12-Apr-2021. Messages received after that date are not guaranteed to run.
- Recognition as a conference sponsor on the GCSG website & Sponsor Recognition slide in the Communiqué Auditorium for the duration of the virtual conference.



---

### SILVER Sponsor – Conference Orientation Video

**Price: \$5,000 (1 opportunity)**

- Exclusive sponsor of a custom GCSG Communiqué 6Connex platform orientation video that is designed to provide a high-level overview of the environment, content and platform navigation tips. Sponsor's logo and up to 120-word welcome message to be included in distribution of the video to all registrants prior to the conference.
- Content, with a visible sponsor logo, will also be available on the GCSG website prior to the conference as well as in the Communiqué Lobby throughout the conference.
- Recognition as a conference sponsor on the GCSG website & Sponsor Recognition slide in the Communiqué Auditorium for the duration of the virtual conference.
- See last year's video here: [bit.ly/GCSG-Video](https://bit.ly/GCSG-Video)

### SILVER Sponsor – Daily Conference Video Chat Functionality

**Price: \$5,000 (4 opportunities)**

Did you miss the face-to-face interaction during the 2020 Global Virtual Conference? We did too! Video chat functionality is now available on the Communiqué platform, not only in the booths, but between ALL ATTENDEES as well.

- This sponsorship provides video chat capabilities to ALL conference attendees on the day of your choosing (first come – first choice). Individual chats are limited to 10 min per 'call'. Time to socialize will be built into the agenda to encourage utilization of this feature.
- Short announcement (Broadcast Message) that runs on the Communiqué 6Connex platform multiple times on the day of the sponsorship – content created by GCSG. (Sample message: Say hello to your connections face-to-face thanks to {*Sponsor's Name*}, today's sponsor of our video chat feature!)
- Recognition as a conference sponsor on the GCSG website & Sponsor Recognition slide in the Communiqué Auditorium for the duration of the virtual conference.



### **BRONZE Sponsor – Sponsored email to GCSG Mailing List**

**Price: \$2,500 (4 opportunities)**

- Sponsor one conference-related email to the entire GCSG global e-mail list in the lead-up to the start of the conference.
- Inclusion of company logo and 120 words in the email. Information on engagement with email blast (clicks/ opened) will be provided within one week after send. Note: No email addresses will be provided to the sponsor.
- Recognition as a conference sponsor on the GCSG website & Sponsor Recognition slide in the Communiqué Auditorium for the duration of the virtual conference.

### **BRONZE Sponsor – Post-Conference Marketing White Paper**

**Price: \$2,500 (1 opportunity)**

- Exclusive sponsor of a GCSG Conference Executive Summary Article to be professionally written and promoted approximately 3-5 months after the conference via the GCSG website, email blasts and social media. See example of past white papers here: [bit.ly/GCSG-Covid](http://bit.ly/GCSG-Covid), [bit.ly/GCSG-EAP](http://bit.ly/GCSG-EAP), [bit.ly/GCSG-BREXIT](http://bit.ly/GCSG-BREXIT)
- Sponsor attribution and logo will be featured in the executive summary article. Sponsoring company will also have permission to promote and redistribute the article once published.
- Recognition as a conference sponsor on the GCSG website & Sponsor Recognition slide in the Communiqué Auditorium for the duration of the virtual conference.

### **BRONZE Sponsor – Vendor Showcase**

**Price: \$2,500 (12 opportunities)**

- Sponsorship includes a 1-hour showcase hosted on our conference platform, on a topic of the sponsor's choice. You can provide training, hands-on demos, host a customer focus group or provide a virtual facility tour, the options are endless!
- Opportunities will be scheduled at various times, Tuesday – Thursday. Three sessions will run concurrently and the specific time of each showcase will be determined based on the order of purchase with an effort to not run competitor sessions at the same time.
- Sessions will be recorded and available to be watched on demand throughout the conference and up to 1 week after the conference on the Communiqué 6Connex platform. Sponsors will receive a copy of their recorded session.
- Vendor must provide Session Title and Description in advance to support online registration system design. Registrants will choose the Showcase session as they would a regular workshop via the GCSG registration system. The Showcase title and host company will appear on their personal schedule in the GCSG App.
- Each Vendor Showcase can host up to 80 attendees. Sponsor may ship pre-approved gifts/ literature to attendees of their session who opt to share their addresses or by using a 3<sup>rd</sup> party provider to ship on their behalf. No addresses will be provided by GCSG.
- Recognition as a conference sponsor on the GCSG website & Sponsor Recognition slide in the Communiqué Auditorium for the duration of the virtual conference.

### MEMBER Sponsor – Breakout Room Branding

Price: \$2,000 (6 opportunities)

- Exclusive sponsorship/branding of one workshop breakout room on the Communiqué 6Connex platform for the duration of the conference.
- All rooms will have the same layout with multiple locations to brand within each room. GCSG will provide specifications for each branded area within the room. Sponsor will be responsible for providing appropriate images and content to the GCSG Marketing Coordinator by the specified deadline.
- The Sponsor will have the opportunity to review the layout post-design. One set of revisions may be requested no later than 26-Mar. Design will be 'locked down' as of 1-Apr. While we will make every effort to work with our sponsors, GCSG is not responsible for design issues related to providing content that does not meet the specifications.
- Recognition as a conference sponsor on the GCSG website & Sponsor Recognition slide in the Communiqué Auditorium for the duration of the virtual conference.



---

### CONTRIBUTING Sponsor – Networking Session Host

**Price: \$1500 (12 opportunities – multiple session purchases allowed)**

- Sponsor a one-hour virtual networking session. Groups will be limited to a small number to encourage active engagement. The creativity is up to you! Provide trivia, a themed party, encourage creative cocktails or anything else to stimulate a conversation.
- These one-hour networking sessions will be offered Tuesday – Thursday at various times outside of core conference hours to accommodate different time zones and work schedules. The specific time of each networking session will be determined based on the order of purchase (first come, first served).
- Networking Session will be hosted on GCSG's platform with up to 40 participants in each session. Sponsors may purchase more than one session if they would like to run their event multiple times.
- The title and theme/description of the Networking Session must be provided to the GCSG Marketing Coordinator ([SponsorshipHelp@mygcs.com](mailto:SponsorshipHelp@mygcs.com)) in advance to support online registration system design. Registrants will choose the networking session as they would a regular workshop via the GCSG registration system. The Networking title and host company will appear on their personal schedule in the GCSG App.
- Recognition as a conference sponsor on the GCSG website & Sponsor Recognition slide in the Communiqué Auditorium for the duration of the virtual conference.

### CONTRIBUTING Sponsor – Start the Day Right! Virtual Exercise/Gatherings (Daily)

**Price: \$1,500 (4 available)**

- Exclusive sponsor of a morning wake up session each day of the conference from 10:30-11:30 AM ET/ 7:30-8:30 AM PT.
- Start the day off with an instructor-led exercise session or recreate the breakfast buffet with a morning coffee club where attendees bring their coffee and come ready to discuss a topic of your choice or your latest publication with other attendees. Sponsor must provide instructor, pre-recorded exercise session or subject matter expert for this session.
- Select from one of the pre-approved ideas or submit your suggestion for approval to the GCSG Marketing Coordinator ([SponsorshipHelp@mygcs.com](mailto:SponsorshipHelp@mygcs.com)). Attendees will pre-register for this session during conference registration and it is limited to the first 80 registrants.
- Session to be hosted via Zoom on the Communiqué 6Connex platform.
- Recognition as a conference sponsor on the GCSG website & Sponsor Recognition slide in the Communiqué Auditorium for the duration of the virtual conference.